



NMC RUWAIS HOSPITAL

CASE STUDY

Social Media Management





ABOUT THE CLIENT

NMC Healthcare is the largest private healthcare company in the UAE and ranks amongst the leading fertility service providers in the world.

Over the last 46 years, NMC has earned the trust of millions, thanks to its personalized care, genuine concern and a sincere commitment to the overall well-being of the patient.

OBJECTIVES:

Creating awareness about the best in class facilities and engaging with people in real time and providing them firsthand information about the hospital to win back their trust.

We made sure to pass the message to the people in and around Ruwais that this move is for better facilities and better management.





CHALLENGES:

When NMC took over the Ruwais hospital, the biggest challenge was to win the trust of the customers and bring them back.

OUR SOLUTION:

Creating awareness about the best in class facilities, engaging with people in real time and providing them firsthand information about the hospital to win back their trust.

We made sure to pass the message to the people in and around Ruwais that this move is for better facilities and better management.





AVERAGE MONTHLY LIFT

- **Social Media Fans: 8.5%**
- **Monthly Reach: 25.62%**
- **Monthly Engagement: 3.5-4.5%**

NMC Ruwais Hospital
@NMCHospitalRuwais

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Where Community And Holistic Well-Being Comes First

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YOU CAN HELP SAVE SOMEONE'S LIFE

ABOUT NMC RUWAIS HOSPITAL

NMC RUWAIS HOSPITAL
The Abu Dhabi National Oil Company (ADNOC) has appointed NMC Healthcare to manage operations of Ruwa...
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